



PATHWAYS FOR **PROSPERITY**

CREATE COMMUNITY CONVERSATION AND ACTION
TO ADDRESS ECONOMIC MOBILITY AND DRIVE CHANGE IN THE ECONOMIC
OUTCOMES OF FAYETTEVILLE & CUMBERLAND COUNTY RESIDENTS

PRESENTED BY: COUNCILMAN KIRK DEVIERE

I DEFINITION

ECONOMIC MOBILITY IS THE ABILITY OF AN INDIVIDUAL, FAMILY OR SOME OTHER GROUP TO IMPROVE (OR LOWER) THEIR ECONOMIC STATUS - USUALLY MEASURED IN INCOME.

ECONOMIC MOBILITY IS OFTEN MEASURED BY MOVEMENT BETWEEN INCOME QUINTILES.

ECONOMIC MOBILITY MAY BE CONSIDERED A TYPE OF SOCIAL MOBILITY, WHICH IS OFTEN MEASURED IN CHANGE IN INCOME.

I BACKGROUND

IN MAY 2015, HARVARD UNIVERSITY RANKED FAYETTEVILLE AS DEAD LAST OUT OF THE COUNTRY'S 100 LARGEST ECONOMIC CENTERS IN EARNINGS POTENTIAL FOR CHILDREN GROWING UP IN POVERTY

A NEW YORK TIMES ANALYSIS OF THE STUDY FOUND THAT CUMBERLAND IS, "AMONG THE WORST COUNTIES IN THE U.S. IN HELPING POOR CHILDREN ECONOMICALLY"

THE FAYETTEVILLE OBSERVER SHOWCASED A SPECIAL REPORT CALLED "POVERTY'S PRICE", IN DECEMBER OF 2015 DETAILING POVERTY IN THE COMMUNITY

THE MDC AND THE JOHN M. BELK ENDOWMENT RELEASED A REPORT IN NOVEMBER 2016, THAT REPORTS FAYETTEVILLE HAS A 17.8% LOSS IN ADULT INCOME FROM GROWING UP IN CERTAIN AREAS OF FAYETTEVILLE

IN JANUARY 2017, FAYETTEVILLE CITY COUNCIL VOTED UNANIMOUSLY TO SERVE AS THE "CONVENOR" FOR A COMMUNITY CONVERSATION AND ASKED CUMBERLAND COUNTY TO BE A PARTNER IN THE DISCUSSION.

I DEFINING THE PROBLEM

POVERTY HURTS *EVERYONE* IN THE COMMUNITY

- LOW ECONOMIC MOBILITY
- LOST ECONOMIC PRODUCTIVITY AND EARNINGS
- HIGHER DIRECT EXPENDITURES ON PROGRAMS AND SERVICES

A SIGNIFICANT THREAT TO CUMBERLAND COUNTY'S ECONOMIC VITALITY, SAFETY, AND FUTURE

I FIVE MAJOR INDICATORS



CONSEQUENCES AFFECT EVERYONE



IMPACT ON ECONOMIC VITALITY

- FEWER DOLLARS CIRCULATING IN LOCAL ECONOMY
- COMMUNITY LESS ATTRACTIVE FOR INVESTMENT
- SURROUNDING NEIGHBORHOODS SUFFER
 - A 2013 STUDY CONDUCTED IN THE CLEVELAND HOUSING MARKET SHOWED THAT THE SALE PRICE OF HOMES WITHIN 500 FEET OF A VACANT PROPERTY DEPRECIATED BY 2.1 PERCENT IN MEDIUM-POVERTY AREAS

I IMPACT ON PUBLIC SAFETY

- **BROKEN WINDOWS THEORY**
- **2015 UNIVERSITY OF PITTSBURGH STUDY FOUND VIOLENT CRIME IS 19% HIGHER WITHIN 250 FEET OF VACANT PROPERTY**



IMPACT ON FUTURE GENERATIONS

- DESTRUCTIVE INFLUENCE OF TOXIC STRESS ON CHILDREN GROWING UP IN POVERTY
- OF THOSE WHO DO MAKE IT OUT OF POVERTY, HOW MANY STAY?
- HOW DO WE REMAIN COMPETITIVE IN ATTRACTING PRIVATE INVESTMENT?

I DEFINING POVERTY

FEDERAL POVERTY GUIDELINES, 2017:

- 1-PERSON HOUSEHOLD: \$12,060/YEAR
- 2-PERSON HOUSEHOLD: \$16,240/YEAR
- 3-PERSON HOUSEHOLD: \$20,420/YEAR
- 4-PERSON HOUSEHOLD: \$24,600/YEAR

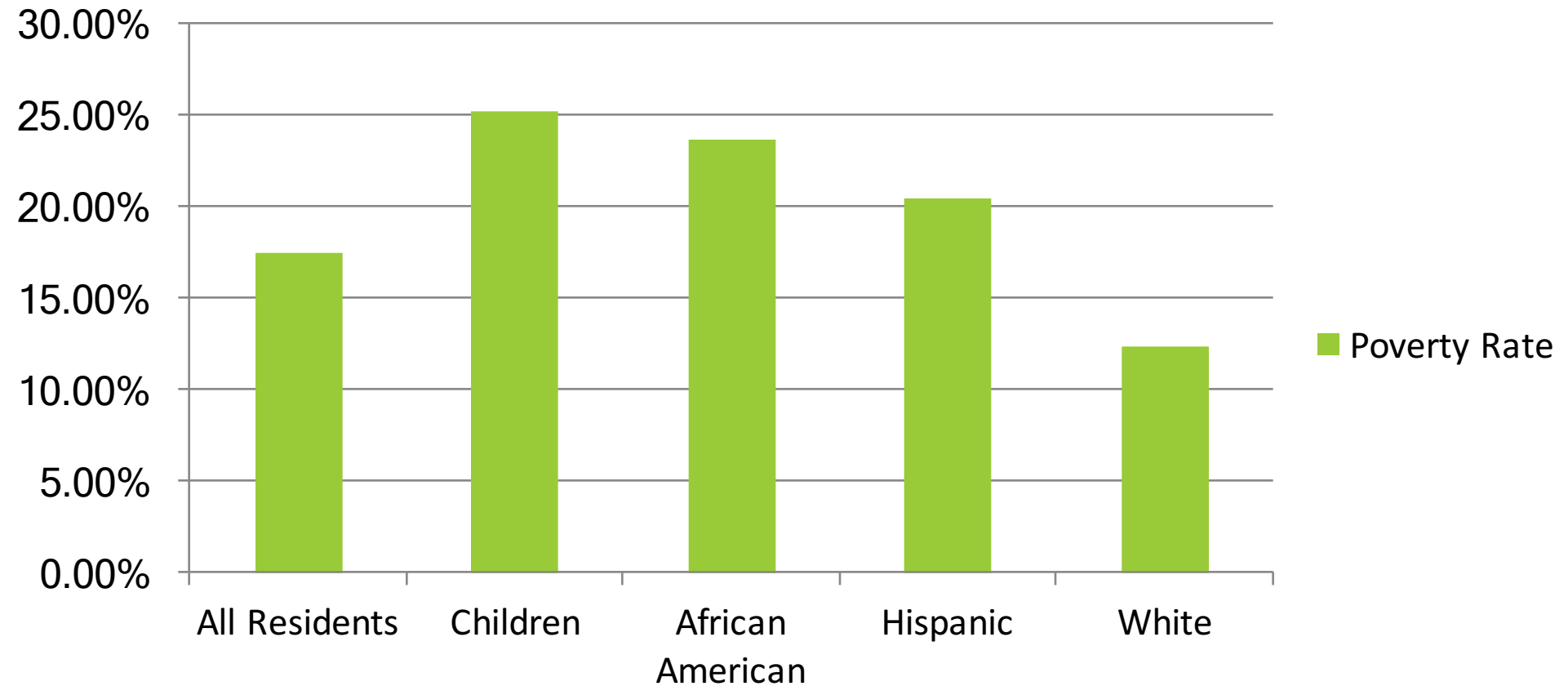
I DEFINING POVERTY

POVERTY RATES IN CUMBERLAND COUNTY:

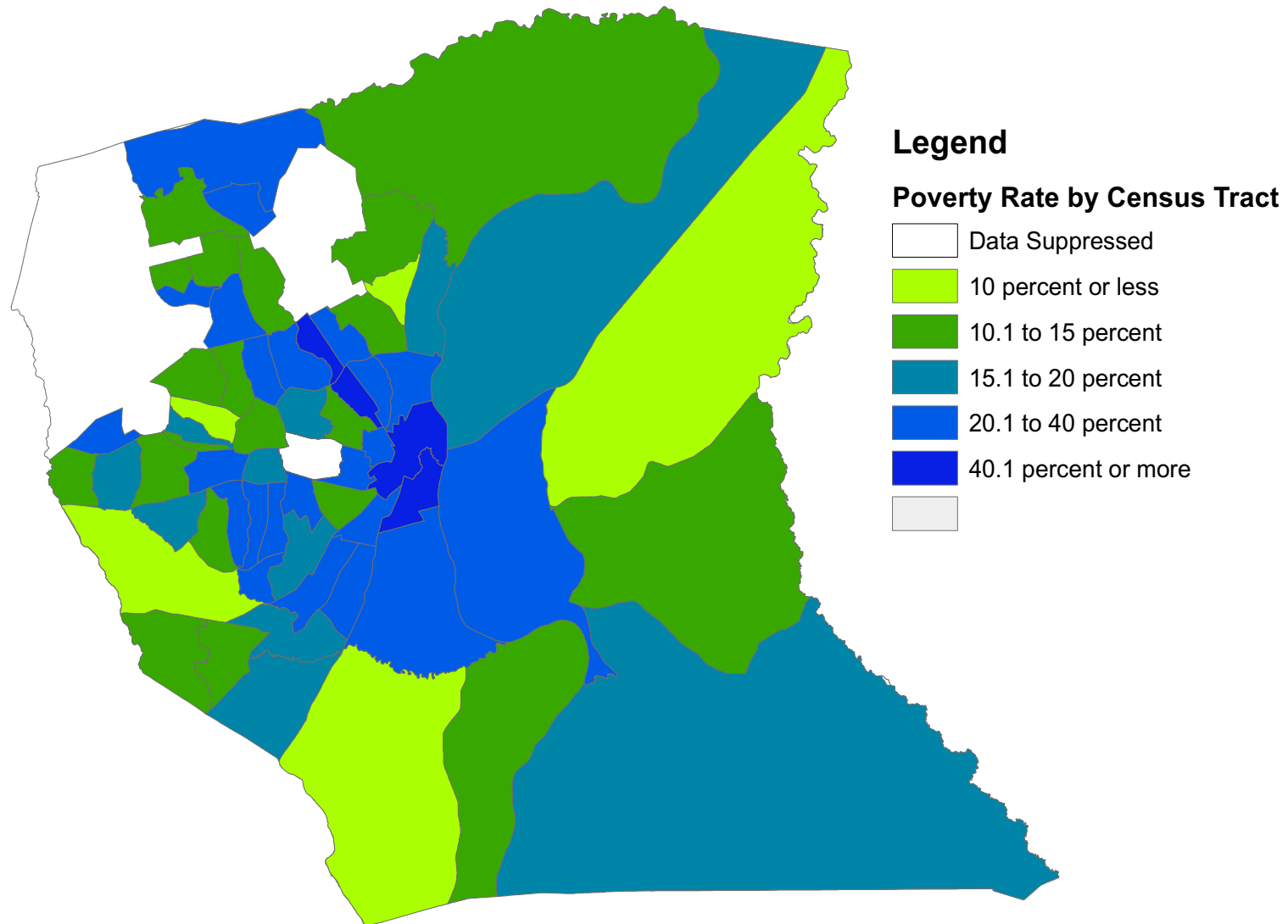
- ALL RESIDENTS: 17.5%
- CHILDREN (UNDER 18): 25.2%
- AFRICAN AMERICAN: 23.6%
- LATINO: 20.5%
- WHITE: 12.4%

I DEFINING POVERTY

Poverty Rates in Cumberland County



I CUMBERLAND COUNTY



SNAPSHOT OF ECONOMIC OPPORTUNITY

	Poverty Rate	Unemployment Rate	Median Household Income*
Fayetteville	18.4%	13.2%	\$43,630
Linden	17.8%	10.7%	\$48,958
Hope Mills	13.4%	9.1%	\$49,026
Spring Lake	21.4%	16.6%	\$36,964
Eastover	9.0%	13.8%	\$41,627
Cumberland County	17.5%	12.6%	\$44,171

*AREA MILITARY PERSONNEL SALARIES INCLUDED IN MEDIAN HOUSEHOLD INCOME

FAYETTEVILLE FACTS

18%

ODDS CHILD BORN INTO
POVERTY IS LIKELY TO
END UP WORSE
OFF THAN PARENTS

6

CENSUS TRACTS IN
FAYETTEVILLE ARE
ECONOMICALLY
DISTRESSED

\$25/HR

IS WHAT IT TAKES TO AFFORD
BASIC NEEDS LIKE HOUSING,
FOOD, TRANSPORTATION
AND CHILDCARE FOR A
FAMILY OF 4

1 IN 4

CHILDREN LIVE
IN POVERTY

42.9%

OF SINGLE MOTHERS
LIVE IN POVERTY

17%

RESIDENTS LIVE
IN POVERTY

SOURCE: FAYETTEVILLE OBSERVER, 2015/US CENSUS BUREAU, AMERICAN COMMUNITY SURVEY, 2014 [CENSUS TRACT DATA]

SOURCE: KENNEDY, BRIAN AND ALEXANDRA SIROTA, NOVEMBER 2016, THE 2016 LIVING INCOME STANDARD FOR ALL 100 COUNTIES, NC JUSTICE CENTER: RALEIGH, NC.

SOURCE: US CENSUS BUREAU, AMERICAN COMMUNITY SURVEY, 2015. [CHILD POVERTY RATE; SINGLE MOTHER POVERTY RATE]

SOURCE: NEW YORK TIMES, 2015. [EARNINGS POTENTIAL FOR CHILDREN]

THE TALE OF TWO CITIES

JOE AND ALLEN LIVE THREE MILES APART, BUT STATISTICALLY THEY FACE DIFFERENT PATHWAYS IN LIFE

JOE IS IN FIFTH GRADE AND LIVES IN NEIGHBORHOOD A.

CIRCUMSTANCIAL OBSTACLES TO FUTURE ECONOMIC MOBILITY:

SINGLE-PARENT HOUSEHOLD

RANDOM CHILD CARE

SPOTTY HEALTH CARE

MULTIPLE HOMES, MOVES A LOT

LOW PERFORMING SCHOOLS

POOR DIET

LOW OR VERY LOW HOUSEHOLD INCOME

NO OUT OF SCHOOL PROGRAMS

FEW ROLE MODELS

CHALLENGED TO READ BY 3RD GRADE



ALLEN IS IN FIFTH GRADE AND LIVES IN NEIGHBORHOOD B.

ECONOMIC FUTURE IS BRIGHTER BECAUSE OF KEY INDICATORS:

TWO-PARENT HOUSEHOLD

ACCESSIBLE CHILD CARE

REGULAR HEALTH CARE

STABLE, SAFE HOME

HIGH QUALITY EDUCATION

NUTRITIOUS DIET

UPPER HOUSEHOLD INCOME

GOOD OUT OF SCHOOL OPTIONS

POSITIVE MENTORS

READING AT GRADE LEVEL BY 3RD GRADE

I A PATHWAY FORWARD

POTENTIAL PATHWAYS

COMMUNITY ENGAGEMENT WITH STAKEHOLDERS AND RESIDENTS:

- ASSESS CONDITIONS AND TRENDS
- IDENTIFY CORE PROBLEM AREAS
- IDENTIFY OBJECTIVES, INDICATORS AND BENCHMARKS OF SUCCESS
- IDENTIFY BEST PRACTICES IN OTHER COMMUNITIES

CREATE COMMUNITY REVITALIZATION TASK FORCE

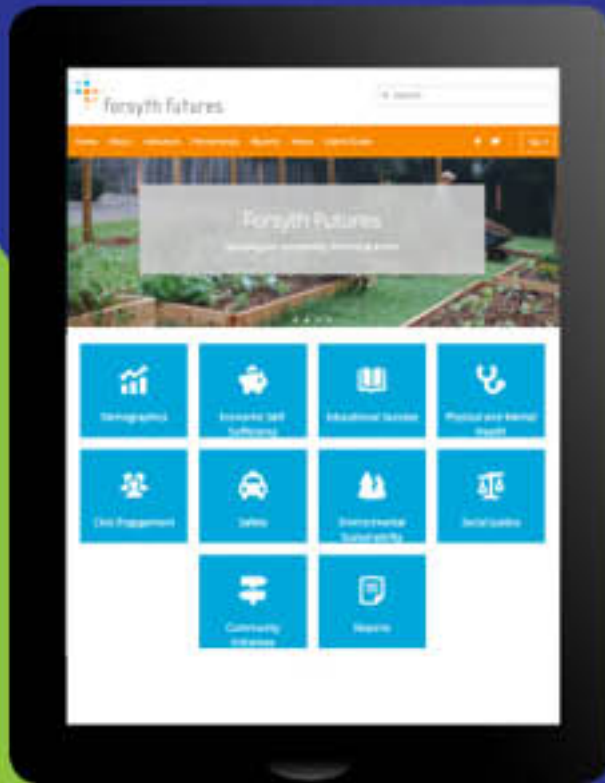
- ORGANIZED AROUND THE VITAL FEW OBJECTIVES WITH KEY LEADERSHIP
- INCLUDES LEADERSHIP TEAM, SUBJECT MATTER EXPERTS, OUTSIDE RESOURCES, NEIGHBORHOOD ASSOCIATIONS, CHURCHES, NONPROFIT SERVICE ORGANIZATIONS, ELECTED OFFICIALS, MILITARY PERSONNEL, BUSINESS LEADERS, CITY AND COUNTY STAFF, AND INDIVIDUALS WITH LIVED EXPERIENCE

COMMUNITY TRANSPARENCY AND ACCOUNTABILITY

- OPPORTUNITIES TO "REPORT OUT" TO COMMUNITY AND CONVERSATIONS

1 OPPORTUNITIES

OUTCOMES IN OTHER COMMUNITIES



WWW.FORSYTHFUTURES.ORG

FORSYTH COUNTY LAUNCHED FORSYTH FUTURES
WWW.FORSYTHFUTURES.ORG

- SUCCESSFULLY SECURED \$4 MILLION OF FEDERAL FUNDING TO SUPPORT EDUCATION, POLICING AND HOUSING INITIATIVES

CHARLOTTE-MECKLENBURG COUNTY LAUNCHED A TASK FORCE TO ADDRESS POVERTY ISSUES - "LEADING ON OPPORTUNITY"

- TO DATE HELD COMMUNITY MEETINGS WITH FOLLOW UP "LISTENING TOURS", IDENTIFIED CAUSES AS THEY RELATE TO THEIR COMMUNITY, & PRODUCED A COMMUNITY ACTION PLAN



I RESOURCES

NC JUSTICE CENTER

- PARTNERSHIP ESTABLISHED WITH NC JUSTICE CENTER TO LEVERAGE A THREE YEAR GRANT FROM IOLTA (INTEREST ON LAWYERS TRUST ACCOUNTS)

NC SCHOOL OF GOVERNMENT

- PARTNERSHIP WITH NC SCHOOL OF GOVERNMENT TO ASSIST WITH NEIGHBORHOOD DATA GATHERING IN CONJUNCTION WITH THEIR LAND BANKING PROJECT THROUGH THE PUBLIC INTERSECTION PROJECT

POTENTIAL LOCAL GRANTS & PARTNERSHIPS

- CUMBERLAND COMMUNITY FOUNDATION
- JUNIOR LEAGUE OF FAYETTEVILLE
- GREATER FAYETTEVILLE UNITED – THROUGH THEIR SOCIAL IMPACT STUDY
- UNIVERSITIES AND COMMUNITY COLLEGE

POTENTIAL OTHER GRANTS & PARTNERSHIPS

- KNIGHT FOUNDATION
- Z. SMITH REYNOLDS FOUNDATION

POTENTIAL FOCUS AREAS

THESE SIX KEY AREAS THAT WILL MAKE A SIGNIFICANT DIFFERENCE TO THOSE PEOPLE LIVING WITH POVERTY IN OUR COMMUNITY:

- REDUCE RACISM & SEGREGATION
- AFFORDABLE HOUSING
- ACCESSIBLE & AFFORDABLE TRANSIT
- AFFORDABLE & QUALITY CHILD CARE
- LIVABLE INCOMES
- ACCESS TO MENTAL HEALTH SERVICES



PATHWAYS FOR
PROSPERITY